

# 91.7 MC **KALW** 1500 WATTS FM

## THE SAN FRANCISCO UNIFIED SCHOOL DISTRICT

Dr. Herbert C. Clish . . . . . Superintendent of Schools  
Watt A. Long . . . Assoc. Supt. O. D. Adams . . . Asst. Supt.  
RADIO STATION KALW  
K. L. Dragoo . . . Prog. Dir. K. M. Nielsen . . . Tech. Dir.  
Located at - Samuel Gompers Trades School - E. S. Anderson, Principal  
22nd and Bartlett Streets

Telephone - ATwater 2-6042

San Francisco, California

KALW is the FM Educational Radio Station owned and operated by the San Francisco Unified School District used as a facility for applying radio as a learning aid, for adult education and as a training station for commercial personnel and teachers.

## RADIO NEWS FOR JUNE-49

### PTA RADIO SCHOLARSHIP FOR TEACHERS

Mrs. S. A. Erickson, Radio Chairman for the Second District PTA has announced the establishment of a special summer school scholarship available to a qualified San Francisco teacher in Radio Education.

Teachers interested in this scholarship should make application direct to Mrs. S. A. Erickson, choice of school may be made with the approval of the PTA group.

### MAY RECORDING ACTIVITY

KALW has recorded sixteen groups during May. This covered approximately 800 children in music, dramatic and speaking groups. The mobile unit made nine trips to record at schools and to record the Traffic Boys review in Kozar on May 24th.



### SUMMER COURSES IN LEARNING AIDS

This program listing bulletin from KALW contains full details on all Learning Aids courses available to teachers in the Bay Area region. Condensations of the course offerings are as follows:

#### SAN JOSE STATE COLLEGE - San Jose, California

July 5 - August 12

William G. Sweeney - Head - Department of Education

Tuition \$ 36.00

103S Audio Visual Aids (First 3 weeks) 3 Units  
138S Special Materials 3 units  
170S Motion Picture Appreciation 3 units  
111S Radio for Teachers 3 Units

#### COLLEGE OF THE PACIFIC - Stockton, California

Two sessions June 21 - July 22 July 25 - August 26

John Crabbe - Director KCVN

Frank A. Linhorst - Professor of Education

Tuition \$12.50 per Unit Undergrad. \$ 16.67 per unit Grad.

S-126 Intro. to Audio Visual Education 2 hrs. Fee \$ 5.00  
S-127 Audio Visual Methods of Teaching 2 hrs Fee \$5.00  
S226 Seminar in Audio Visual Production 2 or 4 hrs. Fee \$5.00  
S-228 Workshop in A.V. Administration 2 hrs.  
S-101 Principles of Broadcasting 2 hrs.  
S-130 Radio Workshop 2 hrs. \$ 2.00 unit fee  
S-215 Educational Radio 2 hrs. \$ 2.00 Unit fee.

#### UNIVERSITY OF CALIFORNIA - Berkeley, California

June 20 - July 30

Dr. L. F. Foster - Head Dept. - Audio Visual Aids

S-125 Audio Visual Aids Fee \$ 5.00 plus tuition

#### STANFORD UNIVERSITY - Palo Alto, California

June 23 - August 20 (Some classes to September 3)

Dr. William J. Iverson, Asst. Professor of Education

Stanley Donner - NBC Radio Institute

Tuition for 8 week term \$200.00 (half time Grad. \$110.00)

Stanford-NBC Radio Institute (See Superintendents Bulletin of April 25 or write for special bulletin)

E-141 Audio Visual Aids to Instruction 3 units.



SAN FRANCISCO STATE COLLEGE - San Francisco, California

June 27 - August 5

Dr. Glenn Kendall - Director of Summer Session

Fees \$ 36.00 for 6 units (Maximum for session)

S-152 Audio Visual Education 2 units (6 sections)

Also courses in Radio Speech, production and acting in creative arts division

UNIVERSITY OF SAN FRANCISCO - San Francisco, California

June 27 - August 5

Fees \$ 10.00 per unit (six units maximum)

S-125 Audio Visual Education 3 units

SAN FRANCISCO COLLEGE FOR WOMEN - San Francisco, California

Two sessions June 27 - August 6 and August 8 to September 3

Special Workshop in Audio Visual Education and Methods in teaching.

Write for Bulletin direct.

MILLS COLLEGE - Oakland, California

July 5 - August 13

Moidel Applegate - Instructor

Fees \$ 20.00 per unit - non-resident

S-148 Audio Visual Aids 2 units



# KALW PROGRAM LISTING

MAY - 1949

MONDAY

---

08:45	PLAY IT SAFE	12:30	FM CONCERT
09:00	*ADV. IN RESEARCH	1:00	S. F. TODAY
09:15	*GROWTH OF DEMOCRACY	1:15	FROM THE PODIUM
09:30	SCHOOLCAST	1:30	SCIENCE TODAY
09:45	*EXCURSIONS IN SCIENCE	1:45	MUSIC IN THE AIR
10:00	FOLK MUSIC	2:00	SPORTSCAST
10:15	STORY TIME	2:15	MODERN MOODS
10:30	RANCH AND THE HOME	7:00	DINNER MUSIC
10:45	MORNING CONCERT	7:15	MEMORY LANE
11:00	WORLD NEWS	7:30	SPORTS REVIEW
11:15	MELODIC GEMS	7:45	TWILIGHT MELODIES
11:30	SONS OF GUNS	8:00	FM CONCERT TIME
11:45	SPELLING BEE	8:15	MUSIC IN THE AIR
12:00	HI TUNE TIME	8:30	NEWS ON THE AIR
12:15	NOONTIME SERENADE	8:45	SERENADE

---

## ADVENTURES IN RESEARCH

JUNE 6	#272	MAN WHO MADE IVORY
JUNE 13	#273	BENEVOLENT TYRANT
JUNE 20	#289	THE KENTUCKY RIFLE

## GROWTH OF DEMOCRACY

JUNE 6	#16	STAMP ACT PROPOSAL
JUNE 13	#17	STAMP ACT OPPOSITION
JUNE 20	#18	AMERICAN OUTLOOK

## EXCURSIONS IN SCIENCE

JUNE 6	#427	BIRD MIGRATION - PATTERNS
JUNE 13	#428	ION EXCHANGE
JUNE 20	#415	PSYCHIATRY, SURVIVAL



TUESDAY

---

08:45	PLAY IT SAFE	1:00	S. F. TODAY
09:00	*SCIENCE AT WORK	1:15	FROM THE PODIUM
09:30	SCHOOLCAST	1:30	*GREAT BOOKS
09:45	*EXCURSION IN SCIENCE	1:45	MUSIC IN THE AIR
10:00	FOLK MUSIC	2:00	SPORTSCAST
10:15	MUSIC FOR MOPPETS	2:15	MODERN MOODS
10:30	RANCH AND HOME		
10:45	MORNING CONCERT	7:00	DINNER MUSIC
11:00	WORLD NEWS	7:15	MEMORY LANE
11:15	MELODIC GEMS	7:30	EVENING MOODS
11:30	VOICE OF THE ARMY	7:45	TWILIGHT MELODIES
11:45	SPELLING BEE	8:00	FM CONCERT TIME
12:00	HI TUNE TIME	8:15	MUSIC IN THE AIR
12:15	NOONTIME SERENADE	8:30	SPORTS DIGEST
12:30	FM CONCERT	8:45	SERENADE

---

SCIENCE AT WORK

JUNE 7	#X218S-X225S	MEASURING TIME AND SPACE
JUNE 14	#X219S-X220S	THE DOCTOR'S INSTRUMENTS
JUNE 21	#X204S-X205S	TEXTILES

EXCURSIONS IN SCIENCE

JUNE 7	#426	RESEARCH FOR THE BLIND
JUNE 14	#425	BIOLOGY OF BIKINI
JUNE 21	#422	LOW TEMPERATURE STUDIES

GREAT BOOKS

JUNE 7	#207-208	WORSHIP, COMPLETE POEM FOR YOU, O DEMOCRACY, COMPLETE POEM SNOWBOUND, COMPLETE POEM OLD IRONSIDES, COMPLETE POEM THE FIRST SNOWFALL, COMPLETE POEM TO A WATERFOWL, COMPLETE POEM CORONATION, COMPLETE POEM SPINNING, COMPLETE POEM
JUNE 14	#209	IF (COND) ANNABEL LEE, COMPLETE POEM THE SPIRE! OF OXFORD, COMPLETE POEM TO THE GRASSHOPPER AND THE CRICKET, COMPLETE POEM THE OLD SWIMMING HOLE, COMPLETE POEM THE OWL AND THE PUSSY CAT, COMPLETE POEM
JUNE 21	#210	SONNETS XLIII, XIV, XXXV FROM THE PORTUGUESE THE HARP THAT ONCE THROUGH TARA'S HALLS, COMPLETE POEM SONNET XXXI, COMPLETE POEM SONNET ON SLEEP, COMPLETE POEM SONNET LXI, COMPLETE POEM



WEDNESDAY

---

08:45 PLAY IT SAFE  
09:00 \*TALES FROM FAR AND NEAR  
09:30 PUERTO RICO  
09:45 \*EXCURSIONS IN SCIENCE  
10:00 FOLK MUSIC  
10:15 STORY TIME  
10:30 RANCH AND HOME  
10:45 MORNING CONCERT  
11:00 WORLD NEWS  
11:15 MELODIC GEMS  
11:30 "YOUR HEALTH"  
11:45 SPELLING BEE  
12:00 HI TUNE TIME  
12:15 NOONTIME SERENADE  
12:30 FM CONCERT

1:00 S. F. TODAY  
1:15 FROM THE PODIUM  
1:30 SCIENCE TODAY  
1:45 MUSIC IN THE AIR  
2:00 SPORTSCAST  
2:15 MODERN MOODS  
7:00 DINNER MUSIC  
7:15 MEMORY LANE  
7:30 EVENING MOODS  
7:45 TWILIGHT MELODIES  
8:00 FM CONCERT TIME  
8:15 SPORTS DIGEST  
8:30 BY-LINES IN NEWS  
& MUSIC  
8:45 MELODY TIME

---

TALES FROM FAR AND NEAR

JUNE 1 #X128T-X129T CALL IT COURAGE  
JUNE 8 #X146T-X147T SNOW TREASURE  
JUNE 15 #X163T-X164T CINDER IKE  
JUNE 22 #X88T-X89T KNIGHT OF THE SEA

EXCURSIONS IN SCIENCE

JUNE 1 #424 MAGNETIC FLUID CLUTCH  
JUNE 8 #423 ATOMIC ENERGY IN OUR TIME  
JUNE 15 #414 PHOSPHORS  
JUNE 22 #413 INSECT CONTROL



THURSDAY

---

08:45	PLAY IT SAFE	1:00	S. F. TODAY
09:00	SIMPLE SCIENCE	1:15	FROM THE PODIUM
09:15	*THIS IS S. F.	1:30	*GREAT BOOKS
09:30	SCHOOLCAST	1:45	MUSIC IN THE AIR
09:45	*EXCURSIONS IN SCIENCE	2:00	SPORTSCAST
10:00	FOLK MUSIC	2:15	MODERN MOODS
10:15	MUSIC FOR MOPPETS		
10:30	RANCH AND HOME		
10:45	MORNING CONCERT	7:00	DINNER MUSIC
11:00	WORLD NEWS	7:15	MEMORY LANE
11:15	MELODIC GEMS	7:30	EVENING MOODS
11:30	MARINES	7:45	TWILIGHT MELODIES
11:45	SPELLING BEE	8:00	FM CONCERT
12:00	HI TUNE TIME	8:15	MUSIC IN THE AIR
12:15	NOONTIME SERENADE	8:30	ORGAN REVERIES
12:30	FM CONCERT	8:45	SERENADE

---

THIS IS SAN FRANCISCO

JUNE 2	THE STORY OF SAM BRAINMAN
JUNE 9	PORTSMOUTH SQUARE ) REMOTE LINE BROADCAST DIRECT FROM
JUNE 16	PORTSMOUTH SQUARE ) THE DRAMATIC MUSEUM - PORTSMOUTH SQUARE
JUNE 23	SAN FRANCISCO, EMPORIUM OF THE WORLD

EXCURSIONS IN SCIENCE

JUNE 2	#412	PLASTIC ROADS
JUNE 9	#411	GERM FREE ANIMALS AND THEIR USES
JUNE 16	#406	GOVERNMENT IN RESEARCH
JUNE 23	#405	MT. PALOMAR TELESCOPE

GREAT BOOKS

JUNE 2	#211	THE COTTER'S SATURDAY NIGHT (COND) AULD LANG SYNE, COMPLETE POEM A MAN'S A MAN FOR A' THAT, COMPLETE POEM AFTEN WATER, COMPLETE POEM
JUNE 9	#212	TAM O'SHANTER (COND) BONNIE DOON, COMPLETE POEM JOHN ANDERSON, MY JO, COMPLETE POEM MARY MORISON, COMPLETE POEM A RED, RED ROSE, COMPLETE POEM
JUNE 16	#214	IN MEMORIAM (COND) BREAK, BREAK, BREAK, COMPLETE POEM THE SPLENDOUR FALLS, COMPLETE POEM CROSSING THE BAR, COMPLETE POEM
JUNE 23	#215	SONG OF THE BROOK, COMPLETE POEM THE CHARGE OF THE LIGHT BRIGADE POEM FLOWER IN THE CRANNIED WALL, COMPLETE POEM THE DEFENCE OF LUCKNOW (COND)



FRIDAY

---

08:45	PLAY IT SAFE	11:45	SPELLING BEE
09:00	*NEW HORIZONS		
09:30	HOLLAND CALLING		
09:45	*EXCURSIONS IN SCIENCE		
10:00	FOLK MUSIC		
10:15	STORY TIME		
10:30	RANCH AND HOME		
10:45	MORNING CONCERT		
11:00	WORLD NEWS		
11:15	MELODIC GEMS		
11:30	HERE'S TO VETS		

---

NEW HORIZONS

JUNE 3	#X92G-X93G	DISTRIBUTION OF MINERALS
JUNE 10	#X161G-X162G	MALAYSIA AND BRAZIL
JUNE 17	#X170G-X171G	AIRPLANE AND GEOGRAPHY
JUNE 24	#X54G-X56G	MEXICO'S TRAGIC EMPEROR

EXCURSIONS IN SCIENCE

JUNE 3	#397	POWER - WHAT IT MEANS
JUNE 10	#398	LIGHT ORGAN OF THE FIREFLY
JUNE 17	#403	CRYSTAL CLOCKS
JUNE 24	#404	OCCUPATIONAL MARKS



COMMERCIAL RADIO STATION EDUCATIONAL PROGRAM  
LISTING

SAN FRANCISCO, CALIFORNIA

For June - 1949

(Schedules as Received from Stations)

PROGRAMS LISTED ARE SUBJECT TO CHANGE, DELETION OR ADDITION BY RADIO STATIONS. KALW SUGGESTS USE OF THE FOLLOWING PROGRAMS ON AN EXPERIMENTAL BASIS AT THE GRADE LEVEL INDICATED. PROGRAMS SELECTED ARE THOSE RECOMMENDED BY THE FEDERAL RADIO EDUCATION COMMITTEE, AAUW, PTA GROUPS. SOME NEW PROGRAMS ARE INCLUDED PRIOR TO CHECKING FOR INFORMATION ONLY.

SUGGESTIONS AS TO GRADE LEVEL, ADDITION OR DELETIONS WILL BE GRATEFULLY RECEIVED.

M O N D A Y

<u>STATION</u>	<u>TIME</u>	<u>PROGRAM</u>	<u>GRADE LEVEL</u>
*KGO	11:30 - 11:45 AM	SCHOOLCAST	6th
KFRC	4:30 - 4:45 PM	PASSING PARADE	6 - 12
KGO	6:30 - 7:00 PM	MR. PRESIDENT	7 - 12
KNBC	6:30 - 7:00 PM	DR. I.Q.	7 - 12
KNBC	8:30 - 9:00 PM	CAVALCADE OF AMERICA	7 - 12

\*ALSO HEARD KALW TUESDAY 9:30 - 9:45 AM

T U E S D A Y

KFRC	4:30 - 4:45 PM	PASSING PARADE	6 - 12
KCBS	6:00 - 6:15 PM	GOLD RUSH DAYS	6 - 12
KGO	7:30 - 7:45 PM	REPORT OF THE PEOPLE	7 - 12
KGO	8:30 - 9:30 PM	AMERICA'S TOWN MEETING	7 - 12

W E D N E S D A Y

*KGO	11:30 - 11:45 AM	SCHOOLCAST	6
KFRC	4:30 - 4:45 PM	PASSING PARADE	6 - 12

\*ALSO HEARD KALW THURSDAY 9:30 - 9:45 AM

T H U R S D A Y

KFRC	4:30 - 4:45 PM	PASSING PARADE	6 - 12
KGO	8:00 - 8:30 PM	THEATRE U.S.A.	7 - 12
KNBC	9:30 - 10:00 PM	NOAH WEBSTER SAYS	7 - 12



# F R I D A Y

<u>STATION</u>	<u>TIME</u>	<u>PROGRAM</u>	<u>GRADE LEVEL</u>
*KGO	11:30 - 11:45 AM	SCHOOLCAST	6
KFRC	4:30 - 4:45 PM	PASSING PARADE	6 - 12
KNBC	9:15 - 9:30 PM	Pro - Con	10 - 12
KNBC	9:30 - 10:30 PM	WORLD AFFAIRS ARE YOUR AFFAIRS	10 - 12

\*ALSO HEARD ON KALW MONDAY 9:30 - 9:45 AM

# S A T U R D A Y

KCBS	8:05 - 8:30 AM	LET'S PRETEND	1 - 8
KFRC	8:45 - 9:00 AM	STORY TELLER	1 - 6
KNBC	9:00 - 9:15 AM	SIGNPOSTS FOR YOUNG SCIENTISTS	4 - 8
KGO	9:00 - 9:30 AM	QUIZ DOWN	4 - 12
KNBC	9:15 - 9:30 AM	STORY TO ORDER	
KCBS	1:30 - 2:00 PM	YOUTH LOOKS TO THE FUTURE	7 - 12

# S U N D A Y

KCBS	9:00 - 9:30 AM	INVITATION TO LEARNING	5 - 8
KCBS	9:30 - 10:00 AM	PEOPLE'S PLATFORM	10 - 12
KGO	10:15 - 10:30 AM	ROMANCE OF THE HIGHWAY	8 - 12
KNBC	10:30 - 11:00 AM	THIS IS YOUR HOME	4 - 12
KCBS	10:30 - 10:45 AM	STORIES TO REMEMBER	
KGO	11:15 - 11:30 AM	BOOKTIME	
KNBC	11:30 - 12:30 PM	UNIVERSITY THEATRE OF THE AIR	8 - 12
KFRC	12:30 - 1:00 PM	JUVENILE JURY	
KNBC	12:00 - 1:00 PM	CALIFORNIA CALENDAR	
KCBS	1:30 - 2:00 PM	YOU WERE THERE	6 - 12
KGO	2:00 - 2:15 PM	THIS CHANGING WORLD	
KGO	3:00 - 3:30 PM	CALIFORNIA CARAVAN	6 - 12
KGO	6:30 - 7:30 PM	THEATRE GUILD	10 - 12
KNBC	8:30 - 9:30 PM	STANDARD HOUR	8 - 12
KFRC	9:30 - 10:30 PM	CHICAGO THEATRE OF THE AIR	10 - 12
KCBS	10:15 - 10:30 PM	UNIVERSITY EXPLORER	8 - 12
KNBC	10:30 - 11:00 PM	UNIVERSITY OF CHICAGO ROUNDTABLE	8 - 12



KALW

FM

91.7 MEGACYCLES  
ON THE FM BAND

RADIO VOICE OF THE  
SAN FRANCISCO  
UNIFIED SCHOOL DISTRICT

KALW  
22ND BARTLETT ST.  
SAN FRANCISCO 10, CAL.

WICU  
UNIVERSITY OF ILLINOIS  
URBANA, ILLINOIS



RADIO LOG



Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the  
National Endowment for the Humanities.